

## **Vote Yes on Measure E - SoccerCity for ALL San Diegans**

**BEST FOR TAXPAYERS.** An independent study by the San Diego County Taxpayers Association demonstrated that Measure E is \$208 million better than the alternative, Measure G.

**BRINGS PROFESSIONAL SPORTS BACK TO SAN DIEGO.** A 100% privately funded plan to bring Major League Soccer to San Diego and build an exciting new stadium for professional soccer and SDSU football. A sports and entertainment district will include new restaurants, outdoor concerts, youth playing fields and more.

**MEETS SDSU'S NEEDS.** Measure E's local backers have committed to meet SDSU's long-term expansion goals – including donating the stadium to SDSU, providing land for future academic facilities, and creating student and faculty housing – all without impacting student tuition or fees.

**FASTEST.** Quickly replacing the existing stadium will eliminate millions of dollars of annual taxpayer subsidies.

**ENVIRONMENTALLY FRIENDLY.** It is the only plan with detailed commitments for a privately funded River Park and that complies with the City's Climate Action Plan.

**BEST FOR OUR SCHOOLS.** An independent study concluded Measure E will contribute \$16 million per year in property taxes to K-12 schools.

**BEST FOR MISSION VALLEY.** It is the only plan that includes \$50 million of infrastructure improvements to fix traffic in Mission Valley and legally limits traffic increases.

**PROTECTS TAXPAYERS.** Measure E is the only plan that guarantees taxpayers receive full market value for the land, \$110 million based on the City's independent appraisal for both the stadium and training facility.

**GROWS THE ECONOMY.** It creates 26,000 new jobs and \$2.8 billion in economic activity according to an independent study.

Measure E does all this with no cost to taxpayers.

**Vote Yes on Measure E — New Stadium, New Parks, No Cost to Taxpayers**